

Applicant : Miller
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Page : 2

Attorney's Docket No.: 10001634-1

In the Claims:

Please amend claims 1, 11, 12, 14, 15, 17 and 20 as indicated below:

1. (currently amended) A method creating a computer graphic display useful for [of]displaying information about a multitude of different customers comprising the process steps of:

for each customer, downloading from a web server [receiving] a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;

decaying the numeric value associated with the recency indicator over time according to an absence of activity by each customer;

increasing the numeric value associated with the recency indicator over time according to recent activity by each customer

for each customer, generating a symbol;

wherein the symbol's movement dynamically changes,

arranging a [the] plurality of symbols spatially to create at least one cluster in a galaxy layout according to a polar coordinate system based on the numeric values;

displaying the galaxy layout on a display device to distinguish trends and patterns in customer behavior; [and]

wherein said galaxy layout contains visual representations of patterns and movement corresponding to trends in customer behavior,

manipulating said computer graphic by a user to identify one or more customer groups to be part of a marketing campaign, based upon identification of said cluster within a region of space in the galaxy layout,

said customer group being further identified by customers within a user defined radius of the origin of said cluster.

[selecting customers to be part of a marketing campaign based upon a region of space in the galaxy layout containing visual clusters, patterns and movement corresponding to the trends and patterns in customer behavior.]

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Filed : 7/31/2000
Page : 3

Attorney's Docket No.: 10001634-1

11. (currently amended) A computer readable memory operable to facilitate displaying information about a multitude of different customers comprising:

a first set of instructions to download from a web server [receive], for each customer, a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;

a second set of instructions to generate, for each customer, a symbol wherein the symbol's movement is capable of changing dynamically;

a third set of instructions to decay the numeric value associated with the recency indicator over time according to an absence of activity by each customer;

a fourth set of instruction to increase the numeric value associated with the recency indicator over time according to recent activity by each customer

a fifth set of instructions to arrange a plurality of the symbols spatially to create at least one cluster in a galaxy layout according to a polar coordinate system based on the numeric values;

a sixth set of instruction to display the galaxy layout on a display device to distinguish trends and patterns in customer behavior; [and]

wherein said galaxy layout contains visual representations of patterns and movement corresponding to trends in customer behavior.

a seventh set of instructions invoked by a user to manipulate said display of information to identify one or more customer groups to be part of a marketing campaign, based upon identification of said cluster within a region of space in the galaxy layout, said customers group being further identified by customers within a user defined radius of the origin of said cluster.
[select customers to be part of a marketing campaign based upon a region of space in the galaxy layout containing visual clusters, patterns and movement corresponding to the trends and patterns in customer behavior.]

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Page : 4

Attorney's Docket No.: 10001634-1

12. (currently amended) The apparatus of claim 11 including ~~[[a]]~~ an eighth ~~[sixth]~~ set of instructions to generate the numeric values based on an Internet communication activity of the customer.

14. (currently amended) The apparatus of claim 12 including a ninth ~~[seventh]~~ set of instructions to convert initial data based on the communication activity to a limited data set of the numeric values.

15. (currently amended) The apparatus of claim 14 including a tenth ~~[eighth]~~ set of instructions to receive additional data based on further communication activity, and to modify the numeric values based on the additional data.

17. (currently amended) The apparatus of claim 16 ~~[15]~~ wherein the characteristic is selected from a group comprising motion, color, size, shape, length, direction, intensity.

20. (currently amended) The apparatus of claim 11 including a eleventh ~~[ninth]~~ set of instructions to select a subgroup of customers based on a spatial region in which their corresponding symbols reside.